

Grads, pros get job-hunting help

Anyone who's been through the "joys" of job-hunting knows you can use all the help you can get.

And that's just what the Peterson's Guides provide: an amazing amount of help in threading your way through the maze of who's hiring whom, especially in the engineering field.

Packed with more than 700 pages of information, the "Engineering, Science and Computer Jobs 1988" edition touts itself as "the annually updated leader in the field." Its companion volume, "Business and Management Jobs 1988," offers less data, weighing in at just under 300 pages. Both are available from Peterson's Guides of Princeton, N.J., at \$19.95 for "Engineering" and \$17.95 for "Business."

Both books are useful for recent grads. They offer information not only on individual firms, but also the types of jobs that might wash with the grad's background and interests.

But the real sleeper is that Peterson's Guides are just as helpful for the experienced job seeker, the



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person who in mid-career is seeking a change. These two volumes offer a surprising amount of guidance for people at the master's and doctoral levels, too. This includes simple tips on the process of job-seeking and interviewing, and detailed information on what individual firms are seeking in applicants and what opportunities they offer the seasoned employee.

Peterson's volumes also go a long way toward alleviating the fear that surrounds updating a resume. Special sections provide basic tips on what data to include, as well as style, length, and even the type of paper and printing process to use. In short, the Peterson's Guides can save the careful reader as much as \$60-\$80 in the cost of having a resume commercially

produced.

The information in both volumes is well-organized and easy to find. Firms can be located by industry classification, job function, starting location and detailed employer profiles.

Both books provide a good list of resources, including government offices, publications and professional associations. This is not, of course, an all-inclusive listing, but it does offer an effective starting place for seeking further information.

It's often said that "it's not what you know, but who you know." These guide books give you the names. And this can be an invaluable

tool for prying open the door wide enough to get your foot in.

Many of the firm profiles provide salary figures, too — an excellent tool to weed out the best job prospects and later negotiate a firm offer.

Of course, the Peterson's Guides are not without their weak points. They are aimed strictly at people with degrees and at very specific job markets. They do not list every firm, just those that have submitted information. And they are designed for people who are relatively mobile; to get the full value of these listings, you must be willing to go where the jobs are.

The greatest weakness is the slimness of the "Business and Management" volume. Offering vastly less information at nearly the same price, it's just not as good a buy as the "Engineering" guide.

Hillel Segal's column has been broadened to include evaluations of gadgets, seminars and books designed to enhance business productivity. Segal is a management consultant based in Boulder.

